

**WASHINGTON STATE
WORKFORCE TRAINING AND EDUCATION COORDINATING BOARD
MEETING NO. 195
November 19, 2015**

NEW STRATEGIC PLAN TITLE

Background

High Skills, High Wages has been the title of the state’s strategic plan for workforce development since the first report was issued in 1994. Over the years, the title of the report has become the “brand” for Washington’s workforce development strategy.

While the title is succinct and aspirational, many believe it is not inclusive enough. For instance, employers do not necessarily see themselves in the title. The emphasis on high skills appears to leave out those programs designed to help targeted populations enter the workforce. Also, the adoption of the Workforce Innovation and Opportunity Act offers the occasion to “rebrand” the state’s workforce development strategy.

At the September 17 Workforce Board meeting, members engaged in a brainstorming session on what a new title might look like. During the October 21 Special Board meeting, time was devoted to reviewing a proposed new title.

Proposal

Talent and Prosperity for All

~~The Strategic Plan for Unlocking Washington’s Workforce Potential~~

Action: The Workforce Board is asked to adopt the proposed title for the state’s strategic plan for workforce development.